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I respectfully urge the FCC to reject NAB # 04-160. I was an early adopter of XM satellite radio and have found the variety of programming to be unlike anything that's available in this country.

I travel almost exclusively for my work, in all 48 states and come to rely on the news and new traffic programming that is provided via satellite.

Further due to the consolidation of broadcast radio stations, the programming has become less region centric and more national in what is decided to be offered by very large corporation.

The corporate mission is to sell advertising and the type of programming that will feed that appetite without regard for a cornucopia of other fare that is available but not offered via traditional broadcast.

I can travel through Southern California and hear the exact same overnight national country broadcast across 4 counties of southern California. I might have reason to want access to local programming for weather information, traffic alerts and local events that aren't often provided via traditional broadcast.

The appeal of satellite is that I in fact, can have the same program coast-to-coast if I so chose, not one that is chosen for me.

I happily pay for this privilege because with more than 100 channels to choose from, my radio listening needs are far exceeded with satellite than with traditional broadcast.

Perhaps if the mega-radio corporations were localizing their content and in fact providing what listeners wanted instead of what is decided that the listeners should have - satellite would not be enjoying the success it has.

It took some time for the masses to embrace paying for television, after all they had received it for decades for free, now look at the millions of subscribers that pay for something that they still in fact can get for free, albeit limited choices - same scenario.

Submitted for your consideration,

An avid satellite radio consumer,

Jeffrey Bays